

## WHAT IS CLAIMED IS:

1. A system of finding information pertaining to a particular product on the Internet, comprising:

5 a database server connected to the Internet and including  
URL/UPN information storage means for storing  
information representative of (i) a plurality of universal  
product numbers (UPNs) assigned to a plurality of products,  
and (ii) a plurality of URLs symbolically linked to said plurality  
10 of UPNs, each said URL specifying the location of an information  
resource located on the Internet related to a particular one of  
said products, and

request servicing means for servicing a request  
made by a client system, for information about one of said  
15 plurality of products located on the Internet, wherein said  
request is transmitted to said Internet database server and  
includes information representative of the UPN assigned to said  
product; and

a plurality of product-information servers, each  
20 connected to the Internet and including

product-related information storage means for  
storing information related to said plurality of products, and

information delivery means, responsive to said  
request servicing means, for delivering to said client system,  
information related to one of said plurality of products specified  
by the URL symbolically linked to the UPN included in said  
5 request made by said client system.

2. The system of claim 1, wherein said UPN assigned to each  
said product is a unique Uniform Product Code (UPC) number  
assigned to said product.

10 3. The system of claim 1, which further comprises said client  
system, wherein said client system includes a Internet  
browser program having an on-screen product finder button  
which, when selected, results in a dialogue box requesting that  
15 the UPN associated with said request be entered into said client  
system.

4. The system of claim 1, wherein said product related  
information is of a multi-media nature.

20 5. A method of finding information pertaining to a particular  
product on the Internet, comprising the steps of:

(a) storing in a database server connected to the Internet, information representative of (i) a plurality of universal product numbers (UPNs) assigned to a plurality of products, and (ii) a plurality of URLs symbolically linked to said plurality of UPNs, each said URL specifying the location of an information resource located on the Internet related to a particular one of said products;

(b) storing in a plurality of product-information servers, information related to said plurality of products;

(c) transmitting to said database server from a client system, a request for information about one of said plurality of products located on the Internet, wherein said request includes information representative of the UPN assigned to said product; and

(d) at least one said product information server responding to said request transmitted to said database server, and delivering to said client system, information related to one of said plurality of products specified by the URL symbolically linked to the UPN and included in said request made by said client system.

6. The method of claim 5, wherein said UPN assigned to each

said product is a unique Uniform Product Code (UPC) number assigned to said product.

7. The method of claim 5, wherein step (c) comprises:

5        selecting a on-screen product finder button displayed by  
an Internet browser program running on said client system,  
whereupon a dialogue box is displayed requesting that the UPN  
associated with the requested product be entered; and  
entering said UPN into said dialogue box.

10        8. A system of finding information pertaining to a particular  
product on the Internet, comprising:

15        a database server connected to the Internet and including  
URL/trademark information storage means for  
storing information representative of (i) a plurality of  
trademarks used in connection with a plurality of products,  
and (ii) a plurality of URLs symbolically linked to said plurality  
of trademarks, each said URL specifying the location of an  
information resource located on the Internet related to a  
20        particular one of said products, and

request servicing means for servicing a request  
made by a client system, for information about one of said

plurality of products located on the Internet, wherein said request is transmitted to said Internet database server and includes information representative of the trademark used in connection with said product; and

5 a plurality of product-information servers, each connected to the Internet and including

product-related information storage means for storing information related to said plurality of products, and

10 information delivery means, responsive to said request servicing means, for delivering to said client system, information related to one of said plurality of products specified by the URL symbolically linked to the trademark included in said request made by said client system.

15 9. The system of claim 8, wherein each said trademark is registered with the United States Patent and Trademark Office in conjunction with said product.

20 10. A method of finding information pertaining to a particular product on the Internet, comprising the steps of:

(a) storing in a database server connected to the Internet, information representative of (i) a plurality of

trademarks used in connection with a plurality of products,  
and (ii) a plurality of URLs symbolically linked to said plurality  
of trademarks, each said URL specifying the location of an  
information resource located on the Internet related to a  
5 particular one of said products;

(b) storing in a plurality of product-information servers,  
information related to said plurality of products;

(c) transmitting to said database server from a client  
system, a request for information about one of said plurality of  
10 products located on the Internet, wherein said request  
includes information representative of the trademark used in  
connection with said product; and

(d) at least one said product information server  
responding to said request transmitted to said database  
15 server, and delivering to said client system, information  
related to one of said plurality of products specified by the URL  
symbolically linked to the trademark and included in said  
request made by said client system.

20 11. The method of claim 10, wherein each said trademark is  
registered with the United States Patent and Trademark Office  
in conjunction with said product.

12. The method of claim 10, wherein step (c) comprises:

selecting a on-screen product finder button displayed by  
an Internet browser program running on said client system,  
5 whereupon a dialogue box is displayed requesting that the  
trademark and/or company name associated with the  
requested product be entered; and

entering said trademark and/or company name into said  
dialogue box.

10 13. A database server connected to the Internet comprising:

URL/UPN information storage means for storing  
information representative of (i) a plurality of universal  
product numbers (UPNs) assigned to a plurality of products,  
15 and (ii) a plurality of URLs symbolically linked to said plurality  
of UPNs, each said URL specifying the location of an information  
resource located on the Internet related to a particular one of  
said products, and

request servicing means for servicing a request  
20 made by a client system, for information about one of said  
plurality of products located on the Internet, wherein said  
request is transmitted to said Internet database server and

includes information representative of the UPN assigned to said product.

14. The database server of claim 13, wherein said UPN  
5 assigned to each said product is a unique Uniform Product Code (UPC) number assigned to said product.

15. The database server of claim 13, wherein said product related information is of a multi-media nature.

10 16. A database server connected to the Internet comprising:  
URL/trademark information storage means for  
storing information representative of (i) a plurality of  
trademarks used in connection with a plurality of products,  
15 and (ii) a plurality of URLs symbolically linked to said plurality  
of trademarks, each said URL specifying the location of an  
information resource located on the Internet related to a  
particular one of said products, and

20 request servicing means for servicing a request  
made by a client system, for information about one of said  
plurality of products located on the Internet, wherein said  
request is transmitted to said Internet database server and

includes information representative of the trademark used in connection with said product.

17. The database server of claim 16, wherein said product  
5 related information is of a multi-media nature.

18. A system of finding information pertaining to a particular service on the Internet, comprising:

a database server connected to the Internet and including

10 URL/UPN information storage means for storing information representative of (i) a plurality of universal service numbers (UPNs) assigned to a plurality of services, and (ii) a plurality of URLs symbolically linked to said plurality of UPNs, each said URL specifying the location of an information  
15 resource located on the Internet related to a particular one of said services, and

request servicing means for servicing a request made by a client system, for information about one of said plurality of services located on the Internet, wherein said  
20 request is transmitted to said Internet database server and includes information representative of the UPN assigned to said service; and

a plurality of service-information servers, each  
connected to the Internet and including

service-related information storage means for  
storing information related to said plurality of services, and

5 information delivery means, responsive to said  
request servicing means, for delivering to said client system,  
information related to one of said plurality of services specified  
by the URL symbolically linked to the UPN included in said  
request made by said client system.

10 19. The system of claim 18, wherein said UPN assigned to each  
said service is a unique Uniform Product Code (UPC) number  
assigned to said service.

15 20. The system of claim 18, which further comprises said  
client system, wherein said client system includes a Internet  
browser program having an on-screen service finder button  
which, when selected, results in a dialogue box requesting that  
the UPN associated with said request be entered into said client  
20 system.

21. The system of claim 18, wherein said service related

information is of a multi-media nature.

22. A method of finding information pertaining to a particular service on the Internet, comprising the steps of:

5 (a) storing in a database server connected to the Internet, information representative of (i) a plurality of universal service numbers (UPNs) assigned to a plurality of services, and (ii) a plurality of URLs symbolically linked to said plurality of UPNs, each said URL specifying the location of an information resource located on the Internet related to a particular one of said services;

(b) storing in a plurality of service-information servers, information related to said plurality of services;

10 (c) transmitting to said database server from a client system, a request for information about one of said plurality of services located on the Internet, wherein said request includes information representative of the UPN assigned to said service; and

15 (d) at least one said service information server responding to said request transmitted to said database server, and delivering to said client system, information related to one of said plurality of services specified by the URL

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symbolically linked to the UPN and included in said request made by said client system.

23. The method of claim 22, wherein said UPN assigned to each said service is a unique Uniform Product Code (UPC) number assigned to said service.

24. The method of claim 22, wherein step (c) comprises:

selecting a on-screen service finder button displayed by an Internet browser program running on said client system, whereupon a dialogue box is displayed requesting that the UPN associated with the requested service be entered; and

entering said UPN into said dialogue box.

25. A system of finding information pertaining to a particular service on the Internet, comprising:

a database server connected to the Internet and including

URL/servicemark information storage means for storing information representative of (i) a plurality of servicemarks used in connection with a plurality of services, and (ii) a plurality of URLs symbolically linked to said plurality of servicemarks, each said URL specifying the location of an

information resource located on the Internet related to a particular one of said services, and

request servicing means for servicing a request made by a client system, for information about one of said plurality of services located on the Internet, wherein said request is transmitted to said Internet database server and includes information representative of the servicemark used in connection with said service; and

a plurality of service-information servers, each connected to the Internet and including

service-related information storage means for storing information related to said plurality of services, and

information delivery means, responsive to said request servicing means, for delivering to said client system, information related to one of said plurality of services specified by the URL symbolically linked to the servicemark included in said request made by said client system.

26. The system of claim 25, wherein each said servicemark is registered with the United States Patent and Servicemark Office in conjunction with said service.

27. A method of finding information pertaining to a particular service on the Internet, comprising the steps of:

(a) storing in a database server connected to the Internet, information representative of (i) a plurality of servicemarks used in connection with a plurality of services, and (ii) a plurality of URLs symbolically linked to said plurality of servicemarks, each said URL specifying the location of an information resource located on the Internet related to a particular one of said services;

(b) storing in a plurality of service-information servers, information related to said plurality of services;

(c) transmitting to said database server from a client system, a request for information about one of said plurality of services located on the Internet, wherein said request includes information representative of the servicemark used in connection with said service; and

(d) at least one said service information server responding to said request transmitted to said database server, and delivering to said client system, information related to one of said plurality of services specified by the URL symbolically linked to the servicemark and included in said request made by said client system.

28. The method of claim 27, wherein each said servicemark is registered with the United States Patent and Servicemark Office in conjunction with said service.

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29. The method of claim 27, wherein step (c) comprises:

selecting a on-screen service finder button displayed by an Internet browser program running on said client system, whereupon a dialogue box is displayed requesting that the servicemark and/or company name associated with the requested service be entered; and

entering said servicemark and/or company name into said dialogue box.

30. A database server connected to the Internet comprising:

URL/UPN information storage means for storing information representative of (i) a plurality of universal service numbers (UPNs) assigned to a plurality of services, and (ii) a plurality of URLs symbolically linked to said plurality of UPNs, each said URL specifying the location of an information resource located on the Internet related to a particular one of said services, and

request servicing means for servicing a request made by a client system, for information about one of said plurality of services located on the Internet, wherein said request is transmitted to said Internet database server and includes information representative of the UPN assigned to said service.

31. The database server of claim 30, wherein said UPN assigned to each said service is a unique Uniform Product Code (UPC) number assigned to said service.

32. The database server of claim 30, wherein said service related information is of a multi-media nature.

33. A database server connected to the Internet comprising:  
URL/servicemark information storage means for storing information representative of (i) a plurality of servicemarks used in connection with a plurality of services, and (ii) a plurality of URLs symbolically linked to said plurality of servicemarks, each said URL specifying the location of an information resource located on the Internet related to a particular one of said services, and

request servicing means for servicing a request made by a client system, for information about one of said plurality of services located on the Internet, wherein said request is transmitted to said Internet database server and includes information representative of the servicemark used in connection with said service.

34. The database server of claim 33, wherein said service related information is of a multi-media nature.

35. A system of finding information pertaining to a particular product on the Internet, comprising:

a database server connected to the Internet and including

URL/UPN information storage means for storing information representative of (i) a plurality of manufacturer identification numbers (MINs) assigned to a plurality of products made by a plurality of manufacturers, and (ii) a plurality of URLs symbolically linked to said plurality of MINs, each said URL specifying the location of an information resource located on the Internet related to a particular one of said products, and

request servicing means for servicing a request

made by a client system, for information about one of said plurality of products located on the Internet, wherein said request is transmitted to said Internet database server and includes information representative of the MIN assigned to said product; and

a plurality of product-information servers, each connected to the Internet and including

product-related information storage means for storing information related to said plurality of products, and

information delivery means, responsive to said request servicing means, for delivering to said client system, information related to one of said plurality of products specified by the URL symbolically linked to the MIN included in said request made by said client system.

36. The system of claim 35, wherein said MIN assigned to each said product is associated with an unique Uniform Product Code (UPC) number assigned to said product.

37. The system of claim 35, which further comprises said client system, wherein said client system includes a Internet browser program having an on-screen product finder button

which, when selected, results in a dialogue box requesting that the MIN associated with said request be entered into said client system.

5 37. The system of claim 35, wherein said product related information is of a multi-media nature.

38. A method of finding information pertaining to a particular product on the Internet, comprising the steps of:

10 (a) storing in a database server connected to the Internet, information representative of (i) a plurality of manufacturer identification numbers (MINs) assigned to a plurality of manufacturers of a plurality of products, and (ii) a plurality of URLs symbolically linked to said plurality of MINs,  
15 each said URL specifying the location of an information resource located on the Internet related to a particular one of said products;

(b) storing in a plurality of product-information servers, information related to said plurality of products;

20 (c) transmitting to said database server from a client system, a request for information about one of said plurality of products located on the Internet, wherein said request

includes information representative of the MIN assigned to said manufacturer of said product; and

(d) at least one said product information server responding to said request transmitted to said database server, and delivering to said client system, information  
5 related to one of said plurality of products specified by the URL symbolically linked to the MIN and included in said request made by said client system.

10 39. The method of claim 38, wherein said MIN assigned to each said manufacturer of a product is part of a unique Uniform Product Code (UPC) number assigned to said product.

40. The method of claim 38, wherein step (c) comprises:  
15 selecting an on-screen product finder button displayed by an Internet browser program running on said client system, whereupon a dialogue box is displayed requesting that the MIN associated with the requested product be entered; and entering said MIN into said dialogue box.

20 41. A service-related information material which comprises:  
printed matter bearing information related to a particular

service; and

a UPC number assigned to said particular service and printed on said printed matter.

5 42. The service-related information material of claim 41, wherein said printed matter comprises an admission ticket to a particular educational or entertainment event.

10 43. A product-related information brochure which comprises:  
printed matter bearing information related to a product;  
and

a UPC number assigned to said particular product and printed on said printed matter.

15 44. A system installable within a store, comprising:  
an optical scanner for reading the UPC symbols on products being offered for sale in the store;  
means for accessing product-related information from Internet Web-sites hyper-linked to scanned UPC symbols; and  
20 a display screen for visually displaying said product-related information accessed from said hyper-linked Web-sites.